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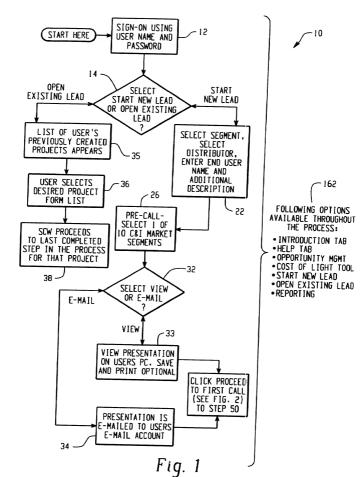
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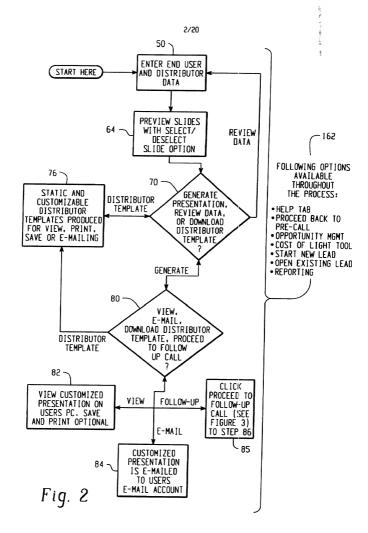
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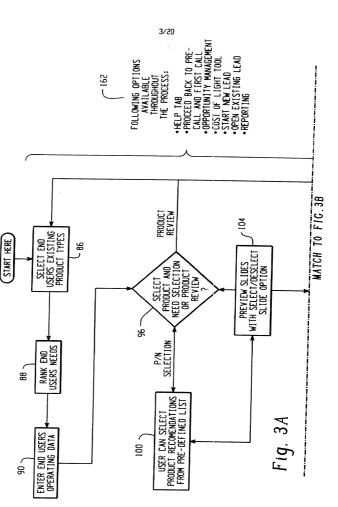
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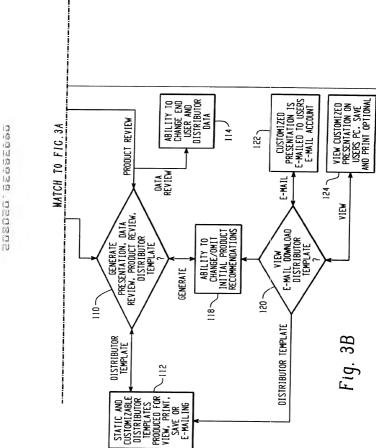
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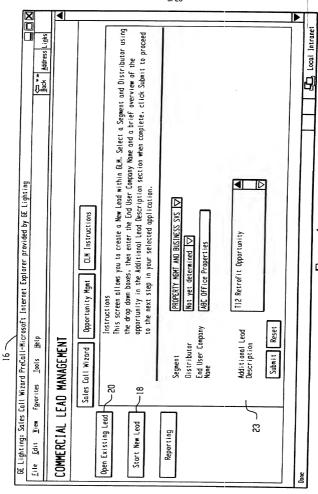


Fig. 4

Fig. 5

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BE http://geinmpl.light.ge.con/esales/pdfs.pcsample.pc pn.pdf-Nicrosoft Internet Explorer provided by BE Lighting

Selling to Property Management Property Management

What is important to Property Management customers ...

- and satisfied in the office space. This is usually measured in quality of light and Tenant Satisfaction: Keeping tenants happy reduced burnouts.
- Energy Optimization: Reducing energy costs and shedding load and low power factor solutions (critical for computer intensive tenants).
 - Labor Productivity: Freeing time of building engineers from replacing lamps to managing other aspects of a building's systems.
- Safety/Security: In outdoor lighting, maintaining tenant safety and reducing liability through higher light output products and longer life products.
 - Green Buildings and Environmental: Issues in reducing energy and environmental image to tenants and owners.

Who to talk to ...

- Building Chief Engineers-selects suppliers and specifies products. May have Electrical Engineer reporting to him which handles lighting.
 - Property Manager-concerned with leases and tenant services key sign off on retrofit projects and may choose suppliers.

can specify brand preference to the property Manager. Tenants-some may purchase their own lamps and ||252||▼||-4||2 of 2||▶▶||10.11x7.56 in ||□||4

Key Products of Interest ...

- Starcoat XI-long life lamps help meet the needs of property managers with tenant satisfaction (fewer failures, fewer complaints) and
- HIR/XL Ultra-long life halogen lamps help meet the needs of property managers with satisfaction (fewer failures, fewer complaints) and labor productivity HIR tenant can also reduce energy costs. labor productivity,
- GE Lamp and Ballast Systems-many commercial office spaces have yet to convert to 18 lamps and ballasts. These systems meet the key need of reducing energy rates and shedding load.

utilize reflector incandescent technology. Genura is a great fit offering longer life and energy Genura-In many lobbies and common areas still

How can I get help with this market...

 Contact your local GE Representative for additional Market Segment information. · Visit us online at www.gelighting.com

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Fig. 6

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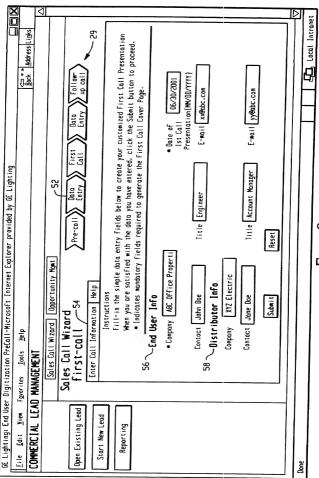


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Fig. 12

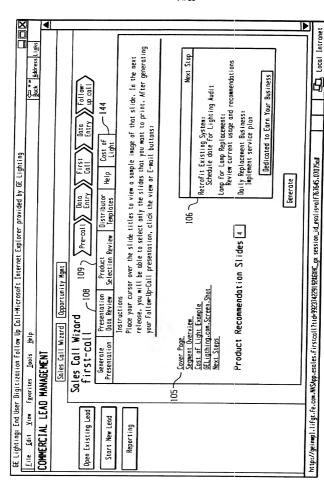


Fig. 13

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Fig. 14

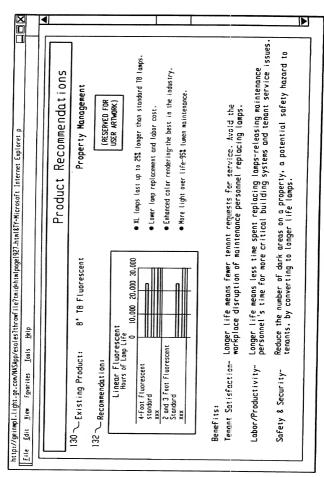


Fig. 15

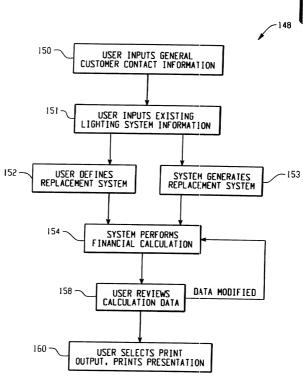


Fig. 16

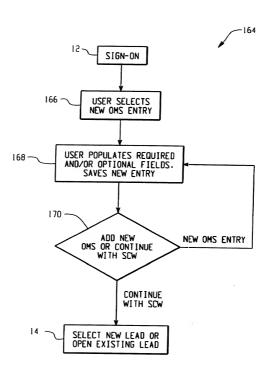


Fig. 17

Fig. 19

